

PLEASE VOTE **FOR** MULTICAST MUST CARRY ON JUNE 15TH, 2006!

WHY?

Today, WYMT-TV is totally reliant upon cable operators to carry our signal to the eastern Kentucky viewers. Due to topography, less than 5% can receive WYMT's signal out of the air. Without multicast must carry rights, our program streams may not go any further than the 5% mentioned above.

We know our viewer-success hinges on providing programming that is important, entertaining and relevant. If it is NOT, we will not stay in business very long, as our viewers (numbers) represent our success (advertising revenue). Therefore, we make decisions based on viewer-benefit. We are currently looking into a 24 / 7 weather channel (with local focus) and the new CW network (with local focus also). The possibilities are great, as we're courted daily by the new up-cropping of non-traditional networks and program providers.

But, all the planning and local relevance in the world will mean nothing unless we have must carry rights for multi-casting. During this last round of retransmission consent, many cable operators balked at the idea of adding any additional channels – they say they cannot afford to upgrade their systems to accommodate everyone. Surely, cable operators will also stand to benefit by staying competitive and offering more and more channels in order to compete with satellite,... especially if those offerings have a local focus.

In 1985, when WYMT first went on the air, must carry rights were of utmost importance to this rural, isolated television station. If we hadn't offered programming of local interest, and if we hadn't enforced our must carry rights within the cable industry here, we would have failed miserably AND, I am not ashamed to say, eastern Kentucky would have been the poorer for it. As an example of WYMT's localism, we have been awarded the Golden Tower Award by our state broadcaster's association, meaning our public service efforts beat out all other Kentucky Television stations.

PLEASE HELP BROADCASTERS CONTINUE THE TRADITION OF ***SERVICE THROUGH LOCALISM*** TO OUR VIEWERSHIP.

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Respectfully Submitted,

Ernestine Cornett
General Manager

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